

**Choose  
Fairtrade.  
Choose the  
world you want.**

## PORTLAND MURAL FACT SHEET



## About the "Choose Fairtrade. Choose the world you want." campaign

Every trip to the grocery store or online purchase is an opportunity to choose the world you want. We want a world where farmers get paid a fair price for their goods, women and communities thrive and the environment is prioritized.

Fairtrade America, the U.S. chapter of Fairtrade International, the world's most recognized label for social justice and sustainability, has commissioned three new murals across the U.S. to celebrate the people who produce the food we count on everyday, like chocolate, and to generate awareness that we all have an incredible opportunity to create the world we want through everyday choices. Now, more than ever, we must all do our part to choose a fairer deal for farmers.

In Portland, Fairtrade America is proud to partner with People's Food Co-op and acclaimed local artist, Alex Chiu, to present a mural featuring Fairtrade certified cocoa farmer, Deborah Osei-Mensah, and themed around a key area of impact for Fairtrade: combating climate change.

The mural was completed in time for October Fair Trade Month, and is part of a larger campaign - Choose Fairtrade. Choose the world you want. - that highlights how a simple everyday action like purchasing a Fairtrade certified product can be a powerful way to prioritize the nearly 2 million farmers and workers participating in Fairtrade.

Fairtrade has also commissioned new murals in Atlanta and Milwaukee. Now in its third year, the 'Choose Fairtrade.' campaign brought mission-driven murals to Austin, Denver, Los Angeles, Minneapolis, Nashville and Tacoma in the past two years. Visit [www.choosefairtrade.org](http://www.choosefairtrade.org) to learn more about Fairtrade, enter exciting giveaways and learn about additional ways to show your support during Fair Trade Month.



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## Meet the Farmer

### Deborah Osei-Mensah

The Portland mural shares the story of Deborah Osei-Mensah, livelihood development officer of Ghana's Asunafo North Farmers Union, leader of the union's Monitoring and Evaluations Team and Fairtrade Youth Ambassador. Deborah first became a Fairtrade certified farmer in 2016, and today trains producers in good agricultural practices to mitigate effects of climate change, as well as teaches women in her cooperative how to diversify their incomes to off-set the rising costs of cocoa farming.

Deborah is currently pursuing a Masters of Science in Environment, Water and Sustainability from the University of Energy and Natural Resources in Ghana, while maintaining her 2.5 acre cocoa farm, which has on average 430 trees of cocoa per acre. "I am grateful to Fairtrade for the opportunity to grow my business, help my community thrive and also gain confidence as a woman and leader in my community," said Deborah.

## Meet the Artist

Alex Chiu is a Chinese-American painter and muralist currently living in Portland. With a background in illustration and comics, he approaches public artwork as a form of visual storytelling. Much of his artwork involves incorporating community input and collaboration. The goal of his work is to accurately document local history and help communities to explore cultural identity through a creative process.

Chiu and his family shop at People's Food Co-op and while he was aware of Fairtrade before this commission, he has been honored to learn about the role Fairtrade has in advocating for farm workers around the world by setting standards to improve commodity pricing, working conditions and environmental sustainability. As a father of two daughters, Chiu feels a deep appreciation for the impact Deborah has had on her community and hopes his daughters can someday strive to have the same positive impact in their own community. Advocating for women's rights and combating climate change are two issues Chiu focuses on personally to try and ensure his children will have a better future.



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# Fairtrade area of impact

## CLIMATE CHANGE

Climate change is not fair. For farmers and workers, climate change is not a far-off challenge, it is their everyday life. They are already experiencing decreasing crop yields, soil erosion, pests, diseases and changing weather patterns. This changing reality affects farmers and their communities directly in the form of: income loss, food insecurity, the need to change their business models, and increased costs for adaptation and mitigation. Climate studies predict that by 2050 coffee, tea, cocoa and cotton will be so severely affected that production in some areas will even disappear. Until farmers earn more for their crops they will continue to struggle to cover just their basic needs, let alone face the challenges of the climate crisis. Nearly a quarter of Fairtrade's Standards relate to the environment and aim to minimize producers' impact on the planet, while still meeting farmers and producers where they are both in terms of their local context and their business growth. These Standards ban the use of dangerous pesticides and GMO seeds, protect natural resources and encourage eco-friendly cultivation. Fairtrade also incentivizes organic farming through an increased Minimum Price and Premium paid directly to cooperatives.



## People's Food Co-op

People's Food Co-op is a collectively-managed, community-owned, vegetarian food co-op that has been nourishing Portland since 1970. People's Food Co-op cultivates strong relationships with the food we eat, the people who produce it, and the friends and family we share it with. We strive to buy directly from farmers and food producers whenever possible, and believe that these healthy connections fortify our local economy. We are committed to safe and sustainable growing and manufacturing practices and work to minimize our impact on the earth. Being a cooperative means People's is owned by the people who shop and work at the store, and that we focus first on serving the needs of our community. People's Food Co-op was particularly excited to feature Deborah in the mural at the store as she embodies similar values to the store, including a focus on sustainable agriculture and healthy community connections that fortify a local economy.

"Fairtrade shares our mission to strive for social justice and to improve the livelihoods of individuals involved in our food systems," said Charlotte Clement, marketing, membership and collective manager at People's Food Co-op. "By celebrating Deborah's story, we hope to raise awareness of how the simple choices we make can go a long way toward helping farmers across the world experience a more sustainable life."

## How to Support Fairtrade America

Fairtrade partnered with the National Co-op Grocers (NCG) stores nationally to extend the reach of this campaign, including through the selection of the three retail partners where murals were installed this year. Check out [www.grocery.coop](http://www.grocery.coop) to find a store near you.

When shopping, look for the Fairtrade Mark and choose Fairtrade certified products in categories such as coffee, chocolate, tea, bananas and more. Visit Fairtrade's Product Finder at [www.fairtradeamerica.org/shop-fairtrade/](http://www.fairtradeamerica.org/shop-fairtrade/) to easily identify and purchase hundreds of certified products.

Visit @FairtradeMarkUS on Instagram and [www.choosefairtrade.org](http://www.choosefairtrade.org) to read farmer stories, see all of the murals, participate in giveaways of Fairtrade certified products and more!



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